



October 19, 2017

<p>SUBJECT</p> <p>BABY HYGIENE KIT PILOT PROGRAM</p> <p>Strategic Priority Area 1. Children and Families: Support children prenatal through age 5 and their families by providing culturally and linguistically effective resources, knowledge, and opportunities for them to develop the skills needed to achieve their optimal potential in school and life.</p> <p>Goal 1.1. Child Health: Children prenatal through age 5 and their families access the full spectrum of health and behavioral health services needed to enhance their well-being.</p> <p>Goal 1.3. Family and Community Support and Partnerships: Families and communities are engaged, supported, and strengthened through culturally effective resources and opportunities that assist them in nurturing, caring, and providing for their children's success and well-being.</p> <p>Strategic Priority Area 3. Public Will and Investment: Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.</p> <p>Goal 3.1. Communication: Build public will and investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p>	<p><input type="checkbox"/> Action</p> <p><input checked="" type="checkbox"/> Information</p>
--	---

SUMMARY OF THE ISSUE

Under the authority of the Executive Director, and in partnership with SupplyBank.Org, First 5 California will invest up to \$149,999 to support a six-month pilot for supplying "Baby Hygiene Kits" (Kits) to low-income families in six counties. As part of the October

2017 agenda, Benito Delgado-Olson, Executive Director of SupplyBank.Org, will present an overview of the pilot for the Commission.

RECOMMENDATION

This is an information-only item. First 5 California staff is not requesting action at this time.

BACKGROUND OF KEY ISSUES

SupplyBank.Org is a 501(3)(c) non-profit organization, which began at UC Berkeley in 2009 as a regional effort to bring school supplies to tens of thousands of low-income children throughout the California Bay Area. SupplyBank.Org has a business model based on the modern food bank, including fulfillment and distribution centers for non-food materials throughout California. In response to a current statewide diaper hygiene problem, its pilot “Baby Hygiene Kit Program” will focus on providing diapers and other baby-related products to families in need.

SupplyBank.Org is launching a pilot program with several dozen local and state agencies to build a best practices model for the Baby Hygiene Kit Program. This program started in the fall of 2016 and distributes Kits throughout the state. Providing Kits to low-income and homeless families may reduce the number of serious health-related issues (such as diaper dermatitis, candidiasis, and urinary tract infections) in diaper age children.

As a state-agency partner, First 5 California will invest in a six-month pilot to supply Kits to low-income families in six counties. The Kit boxes, diapers, baby hygiene products, and other collateral materials will be customized with messaging and images from First 5 California’s *Talk. Read. Sing.*® campaign – all serving as reminders and prompts for parents and caregivers of young children to use every-day moments, like diaper changing time, to engage in positive verbal interactions that promote a baby’s healthy brain growth.

ATTACHMENT

None.